

# NAEB

## PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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VOL. IV NO. I

JANUARY, 1965

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Devising an annual report for a corporation where the basic message for the stockholders is whether the firm made a "profit", is relatively simple compared to assessing the annual gains of an association where profits are measured in group accomplishments, in ideas converted into actions, in improved understandings, and in advancement of the general well-being of the profession.

Such intangibles probably represent the principal benefits, but they are difficult to set down in black and white; on the other hand, it is possible to represent some quantitative measurements of annual activities which, in part, add up to an assessment of a year's achievements.

A printed annual report and Fiscal statement will shortly be issued, but, in the meantime, I thought you would be interested in the following preliminary and informal accounting.

### CONFERENCES

The largest single meeting planned and conducted by the Association is its annual convention, which this year in Austin attracted nearly 700 persons and 35 exhibitors.

An Instructional Television Conference in Columbia, Missouri, co-sponsored by NAEB and the University of Missouri, involved 250 persons.

Other meetings convened by NAEB included: The National Educational Radio Seminar in Chicago a year ago, the Region II meeting in Columbia, South Carolina, the Region VI meeting in conjunction with the Western Radio-Television Conference in San Francisco, and the Region III Music Directors' meeting in Minneapolis.

In December, NAEB-ETS convened a conference on the Long Range Financing of Educational Television Stations. The meeting provided the first opportunity for members of educational television station boards of directors, and their managers, to discuss the

national problem of financing educational television stations. At many of these conferences NAEB Committees, Advisory Committees, and Board members also held concurrent meetings.

In addition to the meetings held by the NAEB, the Association's staff has participated in the conferences of nearly fifty other professional associations and government departments that look to NAEB for guidance and representation in educational broadcasting. In a majority of the meetings, NAEB staff were involved in joint planning or as resource persons to address or attend sessions. Among these meetings are:

- JCEB-NEA Conference on Television Channel Allocations
- Educational Media Council
- Department of Audio Visual Instruction (NEA)
- State Department Foreign Policy Conference
- New York State Educational Radio and Television Association
- U.N. Meetings on Communications in Underdeveloped Countries
- Armed Forces Television Conference
- Council on Medical Television
- Western Interstate Commission on Higher Education
- Inter-University Communication Council of the American Association of Medical Colleges
- Eastern Educational Network
- Institute for Education by Radio-Television
- Southern Regional Education Board
- American Association of School Administrators
- National Association of Broadcasters
- Committee for the Support of the Public Schools
- American Bar Association
- Okoboji Leadership Conference
- American Council on Education
- NDEA Advisory Panels
- Associations for Higher Education

#### LEGAL ACTIVITIES

During 1964, the NAEB filed comments in two major proceedings before the Federal Communications Commission. Both represented the culmination of careful studies to determine the most satisfactory position for educational broadcasting's national interests. One, the UHF Assignment Plan, developed for the first time by computer calculations, was issued by the FCC as an alternate to its own manually-developed plan. The NAEB's pioneering efforts persuaded the Commission to use computer tabulations in the development of a third plan to be issued early this year by the Commission.

A second proceeding concerned the regular licensing of airborne television channels for educational television purposes in the midwest; the NAEB opposed this proposed action on the basis of

its inefficient use of the television spectrum, and its use by one organization of television frequencies that could be made available to many different educational groups throughout the midwest area. In October, NAEB presented its position in oral argument before the FCC.

During the year, NAEB also filed comments\* supporting educational reservations in over half a dozen communities, worked with other national associations in developing procedures for the establishment of television antenna farms, assisted the FCC in developing procedures for an educational FM allocation plan, and commented on the need to establish relationships between educational television stations and community antenna systems. An NAEB-ETS/NCTA Committee is continuing its study of this matter.

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\*Specific filings:

Comments of the NAEB in the matter of the Commission's Rules Governing TV Broadcast Stations to Authorize the Use of Airborne TV Transmitters.

Reply comments of the NAEB in the matter of the Commission's Rules Governing TV Broadcast Stations to Authorize the Use of Airborne TV Transmitters.

Comments of the NAEB in the matter of Fostering Expanded use of UHF TV Channels.

Reply Comments of the NAEB in the matter of Fostering Expanded Use of UHF TV Channels.

Reply comments of the NAEB in the matters to govern the grant of authorizations in the Business Radio Service for microwave stations to relay television signals to community antenna systems, and to govern the grant of authorizations in the Domestic Public Point-to-Point Microwave Radio Service for microwave stations used to relay television broadcast signals to community antenna television systems.

Opposition of the NAEB to petition of the National Association of Manufacturers Communications Committee in the matter of shared use of TV channels 14 and 15 by the Land Mobile Radio Services.

Comments of the NAEB in the matter of amendment of Table of Assignments, TV Broadcast stations, (Hot Springs, Arkansas).

Opposition of the NAEB in the matter of Amendment of Table of Assignments, TV Broadcast Stations (Evansville, Indiana and Hatfield, Indiana-Owensboro, Kentucky).

The Association also participated in hearings before the House Ways and Means Committee to advocate the elimination of excise taxes temporarily on all-channel television receivers.

#### PUBLICATIONS

The NAEB maintains an active publications program, and this year provided its members and the educational community at large with the following new materials:

Instructional Broadcasting. Proceedings of the NAEB Conference at the University of Illinois, May 13-15, 1963.

Standards of Television Transmission (Factors affecting microwave relay and closed-circuit transmission of educational materials, June, 1964.)

Improvement of Teaching by Television. Proceedings of the National Conference of the National Association of Educational Broadcasters at the University of Missouri, March 2-4, 1964.

UHF Television Channel Assignment Plan, October, 1963, and Supplement.

Report of the NAEB Study on the Proposed Expansion of the Midwest Program on Airborne Television Instruction, March, 1964.

An Educational Television Plan for North Central, Iowa and South Central Minnesota, October, 1964.

Six Journals, eighteen Washington Reports, President's Memos on the Copyright Law Revision and twelve monthly Newsletters.

#### MEETINGS

The NAEB staff spends approximately 60 per cent of its time meeting with its members (individually and in groups) with government departments, legal advisors, and executives of other national associations. The meetings provide NAEB members with current information about group activities in other areas that potentially support or inhibit the interests of the members, and the meetings provide other associations with information about educational broadcasting's needs and requirements.

This year, NAEB staff was involved in over 900 such meetings, in approximately 65 cities across the country, and in six other countries. In Washington and New York, NAEB staff met with visitors from over two dozen countries and assisted many of them



in contacting members of the Association who could provide liaison with those planning and using radio and television for educational purposes.

## PROJECTS

### Technical Studies

Early last year the NAEB concluded its computer study of UHF allocations; a study of television transmission standards, with particular emphasis on requirements for interconnection of educational television facilities; and a study of the impact of airborne television transmission on land-based television allocations.

### Samoa

The Association is continuing its project to establish television as a core of instruction in the educational system of American Samoa, demonstrating the appropriateness of the use of television for meeting educational needs in areas where educational problems require completely new concepts and approaches.

### Educational Communications System

A study of the needs for an electronic interconnection system to facilitate inter-institutional cooperation is still in process and during the next year will focus on costs and possible administrative arrangements for such a system. When implemented, the electronic system envisioned by this study could be used for educational radio and television networks.

### Sudan

We are continuing our work in the Sudan to establish high power radio facilities there. As we go to press, however, there is a possibility that AID will eliminate all assistance programs in the Sudan.

### Voice of America

This year a series of radio English teaching programs were developed through the NAEB for the Voice of America. The lessons are now being broadcast throughout the world and are enthusiastically received.

### Midwest Educational Television Survey

A grant to NAEB from the Louis and Maud Hill Family Foundation financed a study to determine the feasibility of establishing an educational television station in North Central Iowa.

### NATIONAL EDUCATIONAL RADIO DIVISION

A program of grants to assist the production of unusual, high-quality radio series was announced upon the establishment of NAEB's National Educational Radio Division in September. Five awards have been made from funds granted by the National Home Library Foundation.

A radio series featuring top scientists in the field of cancer research is under development by NER. The programs are underwritten by the National Cancer Institute. At year's end, negotiations were proceeding well toward the acquisition of a number of award-winning radio documentaries.

A comprehensive, long-range plan on the present status, technical capacity, and cultural/instructional potential of radio has been developed by the NER staff and work now underway will lead to the implementation of this plan via a series of individual but correlated studies.

The National Educational Radio Network distributed 57 million, 804 thousand feet of tape last year. Forty new series were begun during 1964, fourteen continued from the previous year, and seventeen specials were sent to affiliates. NERN programs accounted for about 24 thousand hours of air time on affiliated stations. The network catalog now lists 1054 programs in 79 series.

### EDUCATIONAL TELEVISION STATIONS DIVISION

An \$80,000 grant from the National Home Library Foundation was received for the establishment of a National Television Program Service. Steps were taken for selection of a location from which high quality ETV programs, produced by individual stations, would be catalogued, duplicated and distributed. Supplementary funds were sought to put the service in action in early 1965.

ETS conducted its first competition for the nation's best ETV programs. A grant of \$5,000 from Reader's Digest Foundation was received for awards to go to the prize winning stations -- KLRN, Austin; WQED, Pittsburgh; KUED-TV, Salt Lake City; WOSU-TV, Columbus, Ohio; KOAP, Portland, Ore.; WMVT, Milwaukee. The six award winning programs are expected to be made available through the National Television Program Service.

The accelerated program of ETS pin-pointed the need for consideration of the prime problem facing all ETV stations---financing. A grant was received from the USOE for a seven months' study of the long-range financing of ETV stations. The December Conference mentioned on page 1 of this Memo constituted an important part of this study. A complete report will be published by March 31, 1965.

Other on-going ETS activities concern CATV, labor relations, public information, new video-tape recorders, new national program grant sources, music copyright clearances and new station activation, as well as continuing attention to current regulations and new legislation of interest to ETV stations.

#### INSTRUCTIONAL DIVISION

In December, after a number of conferences with officials and staff of the Ford Foundation, a grant to NAEB of \$600,000 was announced for the purpose of improving instructional television. The grant covers a three year period and plans for a program of seminars and consultancies will be announced shortly through the Instructional Division.

#### GENERAL LIAISON

The NAEB participates in a number of cooperative activities that afford educational broadcasters an opportunity to be heard as part of a total voice articulating the need for closer attention to adequate personnel and technical resources to meet educational needs and cultural objectives. During the year, the NAEB has been represented on education's Ad-Hoc Committee on the Copyright Law Revision; it has continued its representation on the Joint Council of Educational Broadcasters and this year took over secretariat responsibilities for the Council; the U. N. Commission on UNESCO, the Committee for Development of UHF sponsored by the FCC, and the Joint Technical Advisory Committee of the White House.

This catalog has, of necessity, been brief, but it exhibits the scope and intensity with which the NAEB staff has been active in improving the estate of educational broadcasting. As we embark upon a new year with a strengthened Association, we anticipate an opportunity to extend these services not only to the members, but on behalf of the members.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



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